

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2840

ANSWERED ON:01.08.2002

VALUE SYSTEM IN MEDIA

RENUKA CHOWDHURY;SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a need for a value system in the media is felt;

(b) whether the Government have noticed any decline in the value upheld and pursued by the media;

(c) if so, the details about the Government's observations; and

(d) whether the Government propose to lay on any code of ethics or have constituted any committee to go into the matter and evolve such a code?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (d) : The Press Council of India, a self regulatory body for Press, has been established for the purposes of preserving the freedom of the Press and maintaining and improving the standards of newspapers and news agencies. Section 13(2)(b) of the Press Council Act, 1978 enjoins upon the Press Council to build up a Code of Conduct for newspapers, news agencies and journalists in accordance with high professional standards. The Press Council has accordingly brought out a publication 'Norms of Journalistic Conduct' which covers principles and ethics with regard to journalism and also guidelines on reporting the specific issues of public and national importance.

The Prasar Bharati, an autonomous organisation, adheres to explicit Broadcast and Advertising Codes. Satellite channels, transmitting programmes through cable networks, are required to adhere to the Programme and Advertising Codes prescribed under the provision of the Cable Television Networks (Regulation) Act, 1995

In sanctioning the films for public exhibition, the Central Board of Film Certification (CBFC) is strictly guided by the principles and guidelines laid down by it.